

May 18, 2004 CPC



STAFF'S
REQUEST ANALYSIS
AND
RECOMMENDATION

04PS0312

Rite-Aid of Virginia
(Bellgrade - Rite Aid)

Midlothian Magisterial District
Northeast quadrant of Polo Parkway and Polo Place

REQUEST: An amendment to an approved sign package, in order to allow the use of the current Sign Ordinance regulations.

RECOMMENDATION

Staff recommends approval of the amended sign package with one (1) condition for the following reasons:

- A. The proposed amendment complies with the Zoning Ordinance and conditions of Zoning.
- B. This amendment will allow this user to enjoy the same amount of signage permitted by right to most other properties throughout the County.
- C. The intent of the original schematic sign package for Bellgrade will be maintained by the recommended Condition.

CONDITION

All signs shall be regulated by the current Zoning Ordinance, as permitted by conditions of zoning. Building mounted signs must consist of channel letters, as used within the rest of the Bellgrade Development. A freestanding sign will be permitted to identify this outparcel. The freestanding sign must be designed similar to the freestanding sign design used throughout the shopping center, as shown on the attached photograph.

GENERAL INFORMATION

Associated Public Hearing Cases:

88SN0202 - The Woolfolk Companies
90PS0126 - Bellgrade Plantation (Sign Package)

Applicant:

Rite-Aid of Virginia

Location:

Northeast quadrant of Polo Parkway and Polo Place. Tax ID 741-716-8414 (Sheet 2).

Existing Zoning and Land Use:

O-2 with Conditional Use Planned Development; Retail

Adjacent Zoning and Land Use:

North - R-40; Single family residential
South - O-2; Fast-food restaurant
East - O-2; Retail
West - O-2; Retail

Size:

1.7 acres

BACKGROUND

Zoning and Sign Package History:

On January 25, 1989, the Board of Supervisors approved Case 88SN0202 to rezone the subject property to O-2 with Conditional Use Planned Development. At that time, the Board approved a Textual Statement with the following condition:

4.3 Although this project is not in the "overlay" district, we will comply with specific sections of the development requirements established in the current version of the "Special corridor overlay district standards", division 11.2, of the Chesterfield County Zoning Ordinance. The sections are listed below:

Section 21-67.23 - Limitation of signs, however; if an overall coordinated sign package is submitted to the Planning Commission for approval, the Planning

Commission may modify the requirements provided that the applicant adhere to the spirit and intent of the sign district.

On February 20, 1990, the Planning Commission approved a sign package for the Bellgrade Development. At that time, the Commission imposed the following condition:

8. Signs for residential tracts within this project shall conform to the County-wide sign requirements and signs for the remaining tracts within the project shall conform to the Emerging Growth requirements for signs within Chapter 21.1 of the County Code. An exception shall be granted to permit a secondary freestanding project identification sign at the intersection of Promenade Parkway and Huguenot Road, not to exceed thirty (30) square feet in area or a height of six (6) feet. Individual freestanding signs to identify outparcel uses should be prohibited. (P)

The prohibition on freestanding signs for outparcels has been interpreted to refer to the commercial tracts along Huguenot Road, the shopping center tract, as well as all of the tracts on Polo Place. The offices in the rear of Bellgrade are not considered outparcels, therefore are allowed freestanding signage.

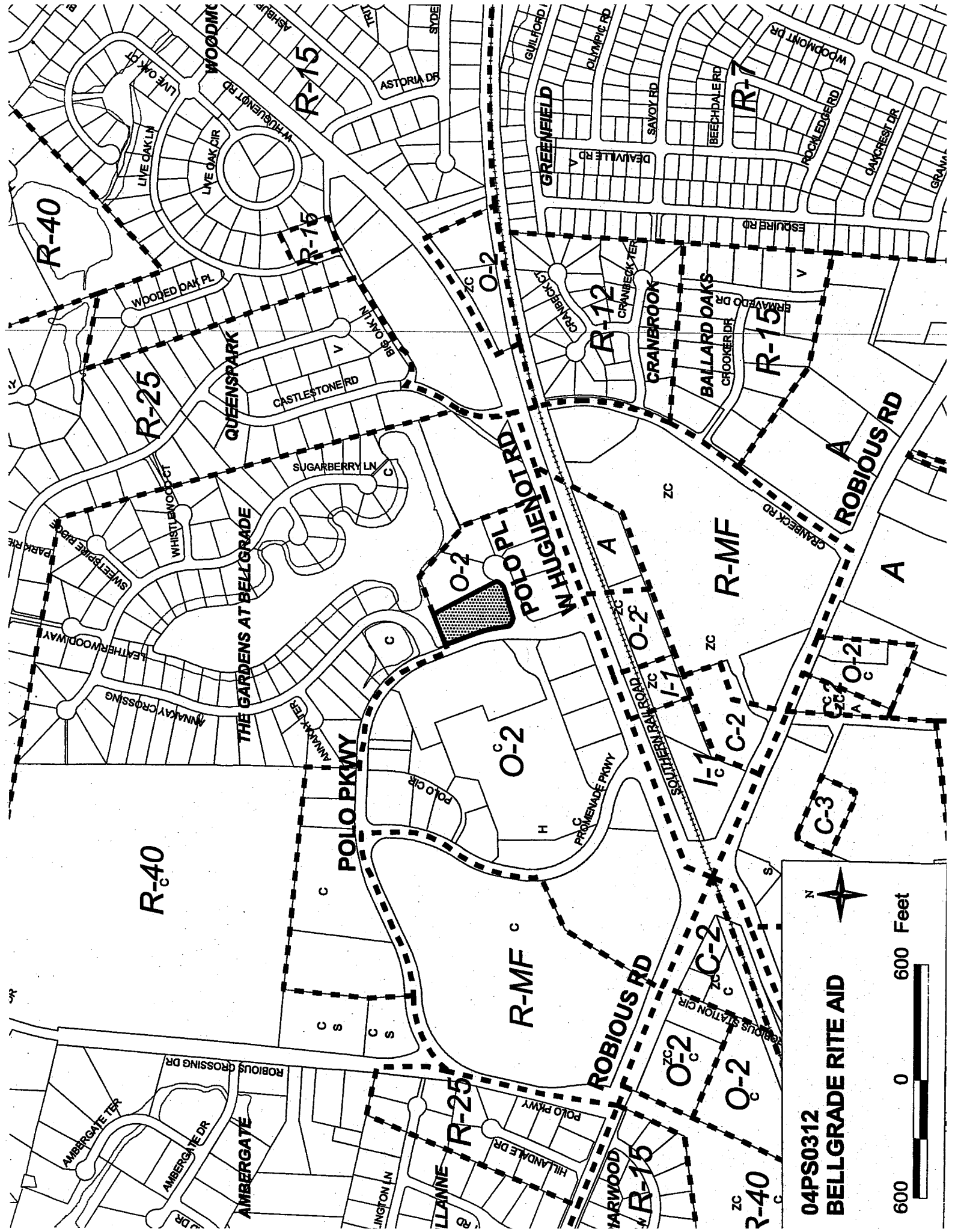
It should be noted that the Corridor Overlay and Chapter 21.1 Emerging Growth requirements noted above limit the sign area for each user to one-half (1/2) square foot of sign area for each one (1) foot of building frontage.

Current Proposal:

The applicant intends to follow current Zoning Ordinance requirements, which would allow 1.25 square feet of sign area per linear foot of building frontage. Additionally, a freestanding sign to identify this outparcel use would be permitted.

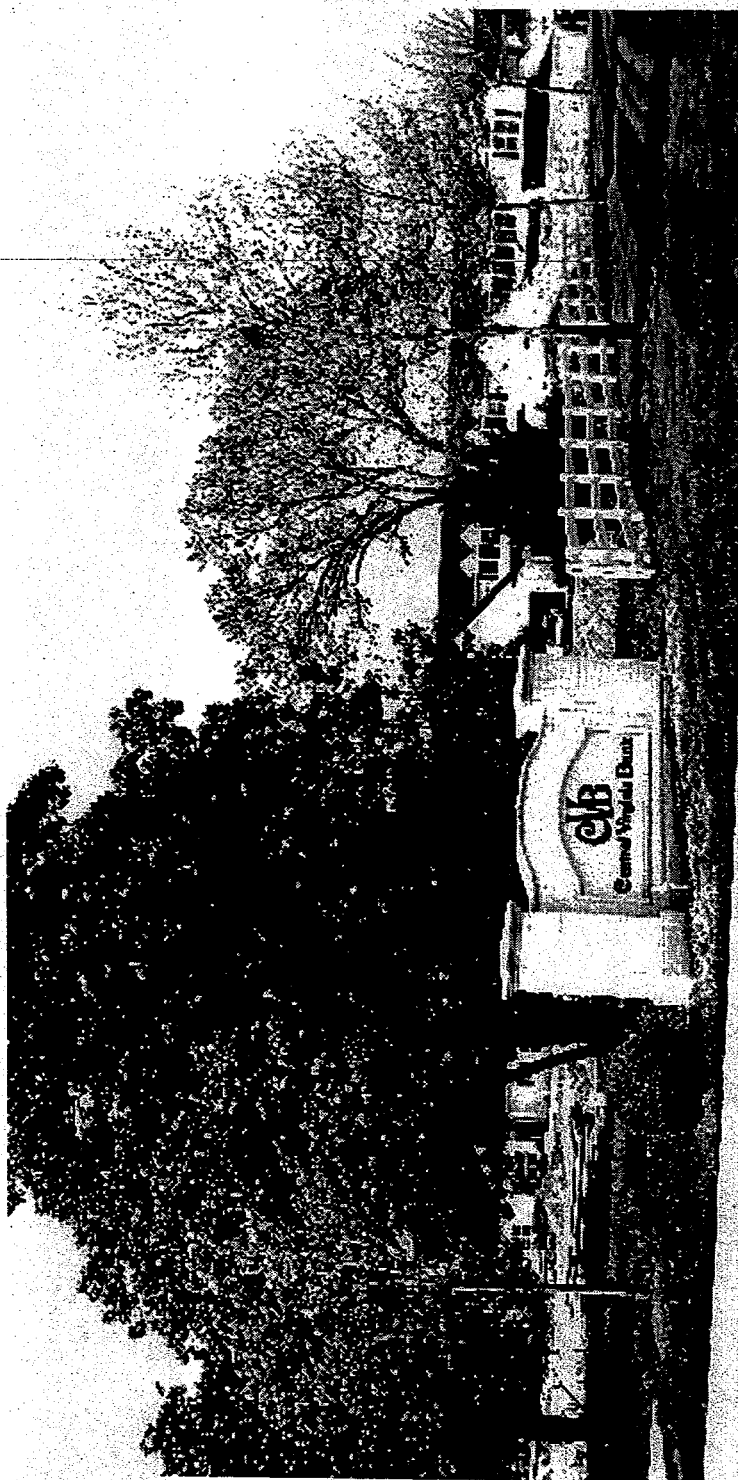
CONCLUSIONS

This proposed package amendment conforms to the original condition of zoning, however staff recognizes that the Bellgrade Development is a high quality development that should be held to higher standards than other developments throughout the County. One (1) element of this quality is the signage design, and should be maintained as consistently as possible. Freestanding signage should be kept to a minimum along the exterior edges of the project. Freestanding signage which is visible from Huguenot Road, but oriented internally, should be required to have a consistent design. Staff recommends approval of this amendment with one (1) condition to ensure compatibility with the existing signage within the Bellgrade Development.



04PS0312
BELLGRADE RITE AID

600 0 600 Feet



04PSO312-1